

Teaching Without Preaching

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Communication Strategies That Work

**EDUCATE?
ADVOCATE?
COUNSEL?**

Listen Up!



Do It Or Else!



Can We Talk?



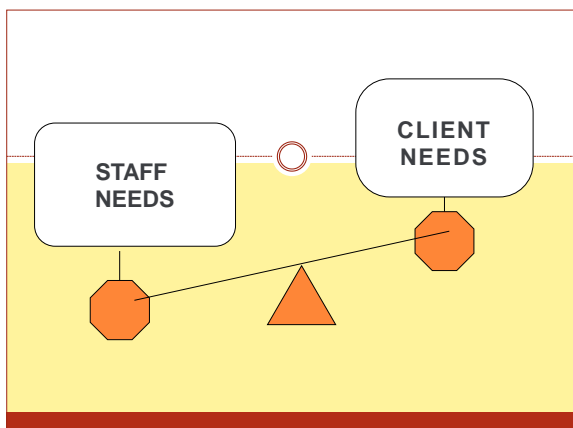
CAN YOU HEAR ME NOW?



CAN I HEAR YOU NOW?



MEET THE NEEDS OF THE FAMILIES WE SERVE



RECOGNIZE OUR BIASES



AVOID MAKING ASSUMPTIONS



**EXPAND OUR
DEFINITION OF
FAMILY**



MORE ALIKE THAN DIFFERENT

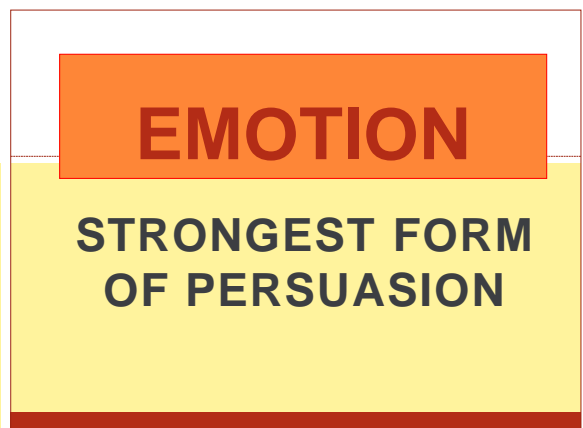
**WANT WHAT'S BEST
FOR THEIR CHILD**



KNOWLEDGE

OVERRATED





EMOTION

UNDERRATED

Emotion Drives
Behavior Change

95%



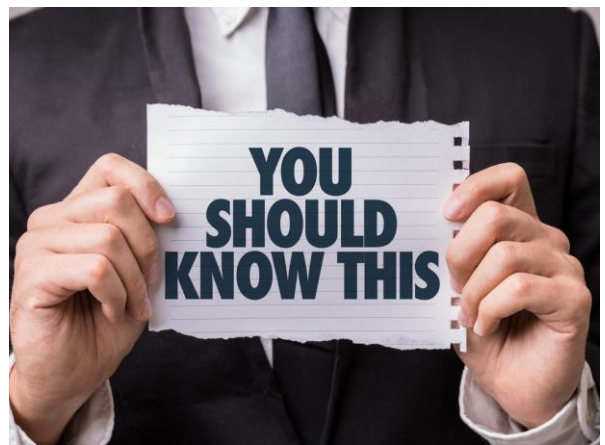
START BY BEING A
STUDENT

Know Your Client...

- * Family unit
- * Language(s) spoken
- * Age / gender
- * Pregnancy / birth experience
- * Prior breastfeeding experience



“Tell me something you feel I should know about you.”



PREPARATION IS EVERYTHING!



I'M HERE TO HELP

TELL ME HOW

Conduct an Assessment

- Learning needs
- Readiness to learn
- Learning style

Why are
you here?

Are you
ready to
learn?

How do you
learn best?



Types of Learners

- Auditory
- Visual
- Kinesthetic

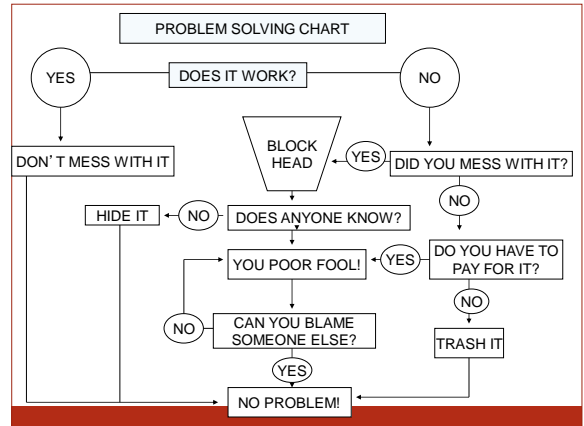


Types of Learning

- Cognitive
- Behavioral
- Humanistic

Cognitive Learning

- Learning occurs when participants have the opportunity to solve problems and participate in the learning process



Behavioral Learning

- Learn by doing and observing
- Practice (with feedback)
- Recall and repetition





Humanistic Approach

- Learning is based on shared experiences
- Interactions are warm and democratic
- Learners are viewed as individuals





Watch Your Body Language

- ✳️ **Smile!**
- ✳️ **Establish eye contact**
- ✳️ **Listen with your eyes & ears**
- ✳️ **Visual handshake**
- ✳️ **Be aware of space/altitude**



Answer Every Question

- * What have you heard about breastfeeding?
- * Who are the people you turn to for help?
- * What are you most concerned about?



Target Education To Stated Needs

- * PRACTICE ways to breastfeed discreetly
- * DISCUSS fears related to “pain”
- * PRACTICE hand expression
- * DESIGN a breastfeeding friendly work schedule

Build Confidence

**FOCUS ON WHAT
PARENTS DO WELL**

Teach to ALL the Senses

- ▶ Ears
- ▶ Eyes
- ▶ Hands
- ▶ Mouth
- ▶ Nose



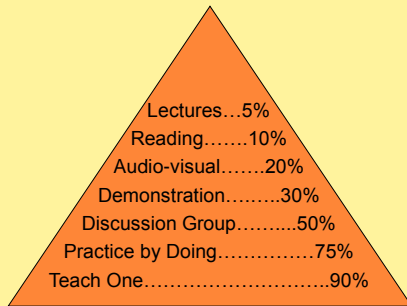
Listen First!



Talk Last!

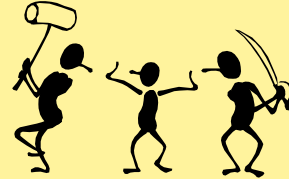
You're doing a wonderful job,
BUT...





Run Interference

Give Parents the Power!



Share Knowledge



Support Choice



CLEAR

CONCISE

CONSISTENT

RELEVANT

**WHAT
YOU
WANT TO
SAY**

**WHAT
THEY
WANT TO
HEAR**

**“People may forget what you say,
but they will never forget how you
made them feel.”**

CARL W. BUEHNER



Tell Parents How To Parent?

**Give them the skills
they need to parent to the
best of their ability?**





Trust



Know...

- ...what you don't know
- ...where to get the answer
- ...where to find help



Take Aways

- ★ Recognize your biases
- ★ Put client needs first
- ★ Listen more talk less
- ★ Don't assume

**“The single biggest problem
in communication is hearing
what isn't said.”**

GEORGE BERNARD SHAW



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